

# DOYLE DANE BERNBACH INC. ADVERTISING

August 23, 1984

Ms. Karen Eisen  
Research Manager  
Philip Morris, Inc.  
120 Park Avenue  
New York, New York 10017

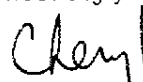
Dear Karen:

Attached for your review is the revised questionnaire for our upcoming Parliament in-depth interviews. Specifically, this revised version reflects the fact that we now have three campaigns to test -- "Style", "City Lights" and "Parliament City Lights". As we discussed, each respondent will view all three campaigns with one serving as the "main ad" (i.e., full questioning) and the other two as alternates (brief questioning). Page 5 of the attached details my planned procedure for dealing with the two alternate campaigns.

Please let me know if you're in agreement with this test design. I'll bring copies of the questionnaire with me to the facility on Wednesday, as well as the packs of cigarettes needed to complete the Background Information questionnaire.

See you next week!

Sincerely,



Cheryl Bailey

cc: S. Agins  
J. Bonhomme (PM)

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